Industry Knowledge

The MOGAS Difference

When MOGAS received an RFQ (request for quote) from their authorized sales representative (rep) it appeared to be an easy application for a couple of isolation valves. A re-refinery plant required reactor isolation in their vacuum distillation and hydrotreating units to process over 50 million gallons of used oil each year. The existing gate valves had leak-by issues, and the maintenance crew could not safely fix them. A budgetary quote was submitted, and MOGAS asked for more information to offer the best solution. Since the rep had a very good relationship with the maintenance contractors, MOGAS visited the plant to present an informative lunch-n-learn.

Through further investigation, media described as hydrocarbons was determined to be recycled oil. Recycled oil often contains all the fluids collected from a quick oil change shop, such as motor oil, antifreeze, transmission fluid, solvents, cleaners. It also contains metals from vehicle wear and other friction materials. And, antifreeze and solvents frequently include chlorides as well. So, MOGAS requoted with new ball and seat material that would better handle the media.

Competition

After three months of email communications and phone conversations, meetings were scheduled with the plant's engineering manager, as well as a meeting with the VP of re-refining at the corporate office. At the plant meeting, MOGAS discovered that the engineering manager had a relationship with the PVF (pipelines, valves, fittings) distributor, who had brought in another valve manufacturer and offered to quote. Incorrect MOGAS data had also been used in a side-by-side comparison of the two valves. And, since this valve competitor was quoting the same specs at 10 to 20 percent less, the engineering manager wanted to know "what was the benefit in buying MOGAS?"

The visit to the corporate office was much more favorable. Whereas price was the engineering manager's objective, performance was key to the VP. And, the VP was adamant about getting references. MOGAS provided two quality references and challenged the VP to ask the competitor to match them. The client was also invited to visit the MOGAS facility to meet with MOGAS engineers and witness manufacturing of quality valves and components.

KEY FACTORS IN CHOOSING MOGAS

- MOGAS in-house industry experience and knowledge
- Strong rep relationship with maintenance contractors and client
- Client visit to MOGAS
- Local support
- Performance Guarantee

This modern re-refinery plant processes recycled oil through vacuum distillation and hydrotreating.

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MOGAS® SEVERE SERVICE BALL VALVES

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The engineering manager and VP visited both MOGAS and the valve competitor in one visit. When they visited MOGAS, the MOGAS difference became evident. Led by the engineering technology manager, the MOGAS team began disproving claims made by the competitor. Valve models allowed a side-by-side observation of many components. Some areas of valve comparison included:

Comparisons	Competitor claim	MOGAS counter
Stem	Their stem design was stronger.	Our in-house engineering expert demonstrated how the competitor's stem couldn't be as strong as they touted. It was also designed incorrectly, with the failure point being inside the stuffing box, not outside as per code and standards.
Coating	Their coating was applied at Mach 10 to create a stronger bond.	Our in-house coating expert was very familiar with competitor's coatings, and countered those coatings are not recommended to be applied at that velocity because it could fracture the components. Additionally, the coating would be broken into chards and would cause its own set of problems.
Material		Our in-house metallurgical expert recommended a more suitable trim material as a solution after discovering the client's heat exchange tubes had cracking issues caused by high chloride content in the recycled fluids.

Closing the Deal

The client loved everything about the visit and complimented MOGAS. They loved the references. They felt confidence in the application-specific, statistically driven Performance Guarantee. MOGAS had done everything asked to do, and more.

In the final quote the client asked for pricing for 4, 8 and 10 valves. In the end, the on-site plant manager concluded that the MOGAS valves would pay for themselves quicker if all existing valves were replaced in one go. The order's urgency was elevated by an upset in the plant —ironically, issues involving reactor isolation. Ten valves were ordered.

After-the-sale Dynamics

A month after the purchase order was submitted, MOGAS was visiting a different refinery where the same contractors from the re-refinery plant were presenting their services. In their presentation they discussed their involvement with the re-refining client and their connection to MOGAS through the rep. This type of public endorsement is evidence of **the MOGAS difference**.

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